

**Claims**

1. A process for preparing perfume film chips comprising inclusions of perfume particles wherein said particles comprise particle carrier material and perfume whereby said process comprises the steps of
  - 5 a) forming a film of water reactive material containing inclusions of perfume particles;
  - b) solidifying said film by cooling and/or drying and
  - c) comminuting the solidified film into perfume film chips comprising inclusions of perfume particles.
- 10 2. A process according to claim 1 wherein, the film containing inclusions of perfume particles is solidified to an average film thickness of less than 4 mm.
3. A process according to claims 1 whereby after comminution step c) the diameter of the inclusions is less than the diameter of the perfume film chip.
- 15 4. A process according to claim 1 whereby the perfume film chip comprises, in addition to the inclusions of perfume particles, more than 5 % (vol/vol) of gas-inclusions by volume of the perfume film chip.
- 20 5. A process according to claim 1 whereby the film is formed by aqueous casting on a rotating drum or a moving belt in step a) of claim 1.
6. A process according to claim 1 whereby the film comprising inclusions of perfume particles has a brittleness degree of less than 100%.
- 25 7. A process according to claim 1 whereby the amount of perfume particles in the perfume film chips is from 0.1 to 80 wt.% by weight of the final perfume film chip composition.
8. A process according to claim 1 wherein the perfume film chips comprise from about 1 wt.%  
30 to about 95 wt.% of the water reactive material by weight of the total perfume chip composition.
9. A process according to claim 1 wherein said water reactive material of said film comprises polymers, copolymers or derivatives thereof selected from polyvinyl alcohols, polyvinyl  
35 pyrrolidone, polyalkylene oxides, cellulose, cellulose ethers, polyvinyl acetates and acetals,

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polycarboxylic acids and salts, proteins, polyamides, polyacrylates, polymethacrylates, polysaccharides, resins, gums, carbohydrate material and mixtures thereof.

10. A process according to claim 1 whereby the perfume particle carrier material is selected  
5 from encapsulation, swellable carrier material and mixtures thereof.
11. A process according to claim 1 wherein the perfume film chip comprises 0 to 70 wt.% of a dye or a pigment by weight of the final perfume film chip composition.
- 10 12. A perfume film chip comprising inclusions of perfume particles wherein said particles comprise particle carrier material and perfume and the diameter of the inclusions is less than the diameter of the perfume film chip.
- 15 13. A perfume film chip comprising inclusions of perfume particles obtainable by a process according to claim 1.
14. A granular cleaning composition comprising 0.001 to 95 wt.% of perfume film chips according to claim 12 by weight of the cleaning composition.
- 20 15. A granular cleaning composition according to claim 14 wherein the ratio of the diameter of the granules and the diameter of the perfume chips is between 3:1 and 1:3.
16. A liquid cleaning compositions comprising 0.001 to 95 wt.% of perfume film chips according to claim 12 by weight of the cleaning composition.
- 25 17. A liquid cleaning composition according to claim 16 wherein the ratio of the average density of the liquid cleaning composition and the average density of the perfume chips is between 3:1 and 1:3.
- 30 18. A cleaning composition according to claims 14 or 15 wherein the composition is packaged as a unit dose.
19. A method of improving the storage stability of perfume particles comprising the steps of  
a) forming a film of water reactive material containing inclusions of perfume particles;  
35 b) solidifying said film by cooling and/or drying and

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c) comminuting the solidified film into perfume film chips comprising inclusions of perfume particles.

20. A method for depositing perfume onto a surface comprising contacting perfume film chips  
5 comprising inclusions of perfume particles according to claim 12 with an aqueous solution  
whereby the perfume particles are released into the solution thereby forming a wash liquor  
and contacting the surface with the thus formed wash liquor comprising at least about 0.1 ppm  
of the perfume particle.

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